



# TimeShift Productions

52 Riley Road #224  
Celebration, FL 34747

[info@timeshiftproductions.com](mailto:info@timeshiftproductions.com)  
(407) 792-2314  
(617) 297-2314

## Company Positioning

### How do we take routine and make it **NEW**?

An established semiconductor process company is changing from fast follower to technology leader. The Company partners with a leading edge technology partner for a new direction.

With joint venture coming on line, the Company wants to generate customer interest, driving leading edge orders. The CEO asks TimeShift for an external viewpoint to help build a fresh perspective.

#### Project

TimeShift works with the key executives to strengthen their story:

- amplifying market trends and effect on customers,
- creating a new Company theme, and
- integrating Company traditional values.

A short video starring a senior manager at the technology partner gives customers a factory preview.

TimeShift previews the story with Company's management committee and works with the CEO to get the presentation *just right* before customer engagement.

#### Results

Feedback from executive world customer tour: CEO – "I was delighted with the visits. Our customers saw a *new beginning*" – exactly as planned. They asked for copies of individual marketing trend slides and appreciated the video from the Company's technology partner manager.

#### Value

The Company clarified their vision, building excitement internally and within their target customers. In this \$2B market single orders are a million dollars; one new customer means significant share gains. The Company's new positioning opened doors to the future a bit wider.

### See your future... get there sooner

TimeShift Productions will work with your executive team toward similar ends. Sharpen your focus, crystalize your message, and add excitement to help drive your strategy home.

Contact [TimeShift](#) today.